

**CITY OF ASHEVILLE, NORTH CAROLINA
CLASS SPECIFICATION**

**SUPERINTENDENT - CULTURAL ARTS
PARKS AND RECREATION DEPARTMENT**

GENERAL STATEMENT OF DUTIES

Performs administrative, professional and public-contact work in planning, developing, coordinating, directing, and promoting festivals and cultural and public arts programs and activities in order to promote citizen awareness and interest in the City. Employee reports to the Director of Parks and Recreation.

DISTINGUISHING FEATURES OF THE CLASS

An employee in this class is responsible for planning, developing, coordinating, directing, and promoting festivals and cultural and public arts programs for the City through the direction of the Cultural Arts Division of the Parks and Recreation Department. Employee is responsible for promoting festivals and cultural and public arts programs including, but not limited to, the Urban Trail; festivals such as Bele Chere, First Night, Goombay, Fiesta Latino, Greekfest and Arts Festival; the YMI; and the City as a whole while involving citizens in cultural and public arts programs, and promoting local culture and history within the community. Supervises the operation of all City-sponsored, co-sponsored, and non-City-sponsored festivals and events. Work also involves preparing, developing and managing programs to implement master and strategic plans, selecting artists and securing contracts with them, preparing and distributing promotional materials, and installing and maintaining public art. Employee is responsible for ensuring the financial soundness of projects which include fundraising, grant preparation and administration, budget preparation and administration, monitoring expenditures, and maintaining inventory of public art/cultural attractions. Employee plans, directs, coordinates, oversees and reviews the work of subordinates. Employee also works closely with various committees and acts as City liaison to other community organizations, boards and outside agencies. Tact and courtesy are required in frequent dealings with City officials, artists, associated agencies/boards and the general public. Work is performed with considerable independence under the limited supervision of the Director of Parks and Recreation and is evaluated through assessment of the effectiveness and efficiency of programs as well as public approval.

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ILLUSTRATIVE EXAMPLES OF WORK

ESSENTIAL JOB FUNCTIONS

Develops and coordinates unique community and cultural arts events and festivals that contribute to the economic development of the City, while supporting City Council goals and objectives.

Coordinates programs, educational curricula, schedules and activities; creates and maintains schedules of arts programs, festivals and special events; establishes dates, times and locations of special events, festivals and cultural arts programs; obtains necessary permits for special events; registers and monitors enrollment for classes, arts programs and special events; schedules staff and volunteer work time for programs and events; clean-up; distributes program information to participants and the general public; evaluates program results and develops summary financial reports.

Develops programs, festivals and events that represent the cultural diversity of the community; assesses community needs and interests through surveys, focus groups and other marketing tools; develops program proposals based upon community response and input; negotiates services and/or contracts for a variety of arts programs and services.

Researches and applies for funds from grants, foundations and donations; monitors funds obtained through various sources; prepares paperwork; maintains records of funding sources and expenditures.

Develops and fosters cooperative relationships with businesses, organizations, non-profits and citizens in the community; recruits corporate and/or organizational sponsorship for cultural and public arts programs and special events; presents information to community groups, corporations, and organizations regarding cultural and public arts programs and special events.

Develops and carries out marketing strategies to promote community, festivals, and cultural and public arts events; develops brochures, advertisements, videos and other promotional tools for cultural and public arts and special events; distributes materials to the public, corporations, community organizations and other target markets.

Prepares and implements master and strategic plans for cultural and public arts programs.

Promotes and markets public arts, Urban Trail programs, festivals, and special events and related activities in coordination with the overall marketing plan for the Parks and Recreation Department; serves as liaison to artists, City officials, outside agencies, volunteer teams, and the general public.

Maintains close relations with professional colleagues, organizations and community groups to assure the accurate assessment of community needs; maintains current knowledge of methods, trends and techniques of arts, festivals and special events programming.

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Plans, directs, coordinates and reviews work of assigned staff; meets with staff to identify and resolve problems; reviews and evaluates work products, methods and procedures; implements disciplinary procedures, if necessary.

Prepares and maintains register of potential artists.

Conducts competitions for artist selection; negotiates and manages contracts with artists and other vendors.

Develops program budgets and monitors expenditures; prepares and submits appropriate reports.

Develops criteria/standards for selection, installation, and maintenance of art.

Meets with and prepares recommendations for such boards and committees as the Public Art Board, Urban Trail Committee, etc.; represents the City on such boards and commissions as the Asheville Arts Council.

Makes presentations to City Council regarding cultural arts programs and activities.

Plans and directs such events as celebrations, dedications, etc.

Speaks with various groups as City representative regarding cultural and public arts programs/activities; develops programs to educate citizens and visitors about local culture, history, and public art; prepares and distributes promotional materials for community residents and the media to include news releases, brochures, flyers, etc.

Responds to inquiries from the general public and others regarding City's cultural/public arts and heritage trails programs.

ADDITIONAL JOB FUNCTIONS

Performs related work as required.

KNOWLEDGE, SKILLS AND ABILITIES

Considerable knowledge of the visual arts and their roles in contemporary society.

Considerable knowledge of the methods and techniques used in solicitation, promotion, and the attraction of participants and donors.

Considerable knowledge of the available resources of the City.

Considerable knowledge of public administration principles and practices.

General knowledge of the basic accounting principles and concepts.

General knowledge of the economics, management and marketing of the visual arts.

General knowledge of demographic and geographic features important to prospective cultural and public arts programs.

General knowledge of the principles and techniques of supervision, training, and evaluation.

Skill in operating PC-based computers utilizing word processing, spreadsheet, and database applications.

Skill in the organization and management of large groups.

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Ability to analyze and evaluate such documents as financial and technical reports, contracts, and architectural drawings.

Ability to utilize those art and drafting supplies necessary to prepare presentations and site plans.

Ability to exercise considerable independent judgment and discretion in establishing, applying and interpreting policies and procedures.

Ability to develop effective promotional material for the City.

Ability to communicate effectively in oral and written form.

Ability to give oral presentations before large groups of people.

Ability to establish and maintain effective working relationships with the various governmental officials, artists, and the general public.

MINIMUM EXPERIENCE AND TRAINING

Bachelor's degree in public administration, arts administration, parks and recreation administration, landscape architecture or a related field, and 6 to 9 years of related experience; and/or any equivalent combination of training and experience required to perform the essential position functions.

SPECIAL REQUIREMENT

Possession of, or the ability to obtain after one year from date of hire, certification as a Certified Parks and Recreation Professional.

COMPETENCIES

Technical Competency: Ability to use the tools and concepts of the specialty area in which the employee works. Includes using appropriate processes, procedures, resources, and work or professional standards.

Interpersonal Competency: Ability to work with people, develop and maintain work relationships, communicate, manage conflict, and perform as an effective team member.

Intellectual Competency: Ability to think, learn and process information. Ability to solve problems and gather necessary information. Includes having math and reading skills appropriate to job level.

Customer Service: Ability to identify customers, determine the valid needs of a situation, and provide service or service recovery in a manner that satisfies the customer.

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Organizational and Community Sensitivity: Ability to take the larger perspective into account, recognize organizational and community priorities and balance actions appropriately.

Physical Skills: Ability to perform required jobs with adequate strength, dexterity, coordination and visual acuity (with reasonable accommodation[s] if needed) and in a manner that does not pose a direct threat to the health or safety of the employee or others in the workplace.

January, 2001
Salary Grade 21
Exempt